



ORGANIZATION MAPPING

This worksheet is going to help your venture map the team and the external resources that you need to build your venture.

1

Discuss and make notes on the questions below for each group within your organization.

FOUNDERS & CORE TEAM

- *What skills and expertise are required to make your product or service and run the business?*
- *What roles and responsibilities does that entail? Which are most critical and should be owned by founders and first hires?*
- *What resources and networks (such as money, time, contacts) does each person bring?*
- *What balance between vision and execution does your team achieve?*
- *What are your individual strengths and gaps? How can the founding team members complement and challenge one another?*
- *How will you structure compensation and ownership?*

EXTENDED TEAM

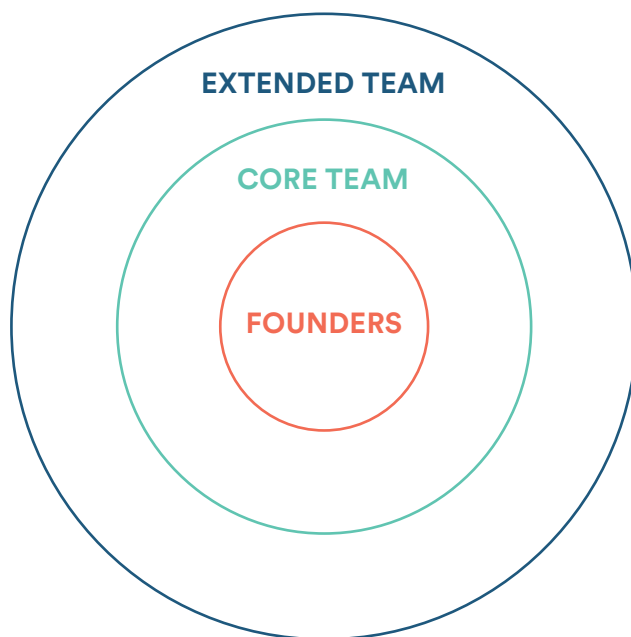
- *What expertise does your venture need that isn't part of the core business?*
- *Whose advice, experience and network do you need to tap into?*
- *Based on your strategy and future vision, who do you need on your advisory board?*
- *What freelance / part-time services does the venture require?*
- *What do we need to own and what can we outsource (to run as lean as possible)?*



2

Fill in a map of your organization as it stands today.

Under each person's name, indicate their role and top responsibilities. (Ex: Joe, Co-founder/CPO, Product & Experience) Evaluate your list, considering your brand and company mission in the process.



3

List key hires you expect to make at upcoming milestones.

If you've identified a target person or "dream hire", list them. (Ex: Milestone: Launch Beta, Key hire(s): Marketing manager with ecommerce experience, Customer service rep)

Milestone:

Key hire(s):

Milestone:

Key hire(s):

Milestone:

Key hire(s):

Milestone:

Key hire(s):